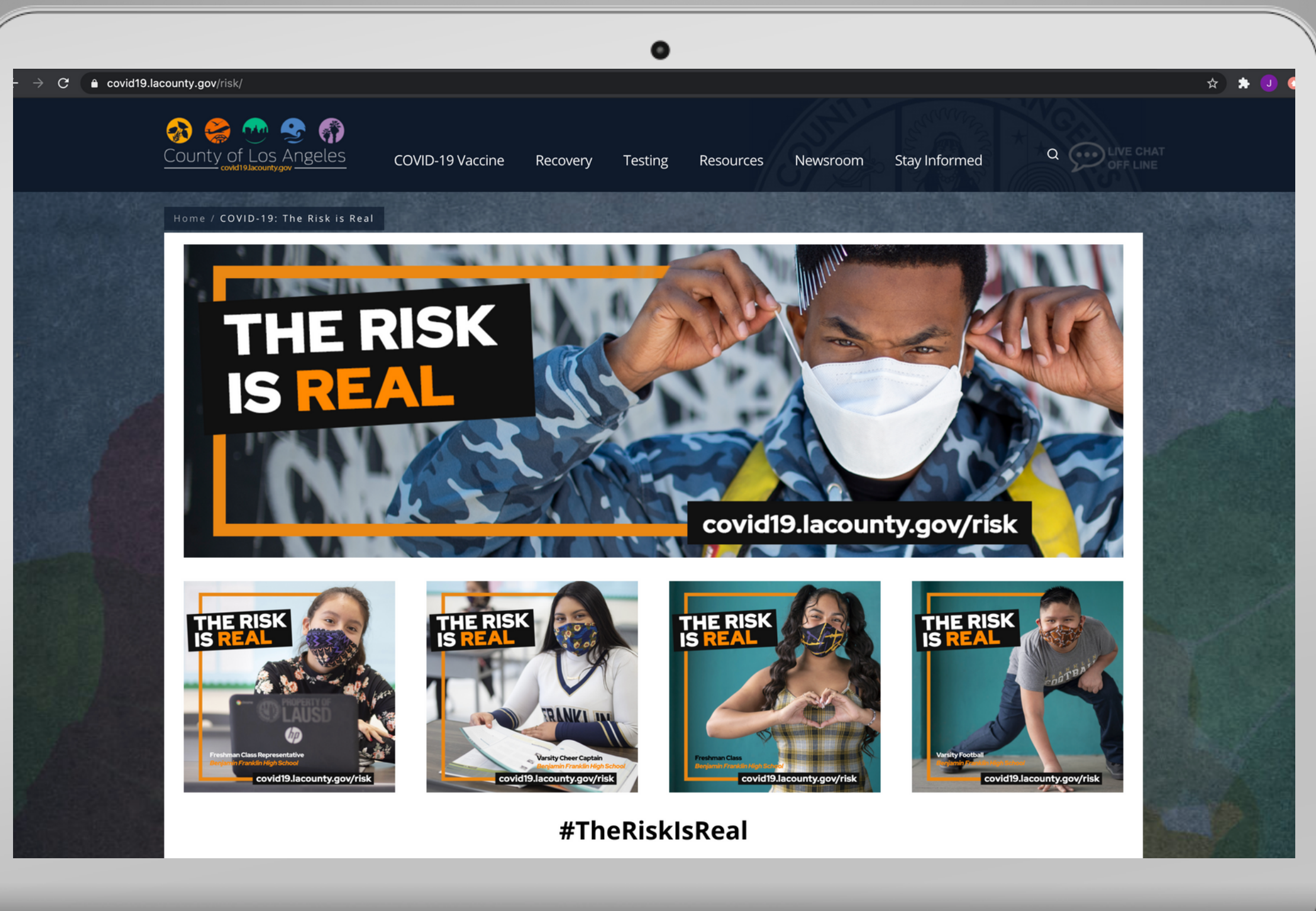


THE RISK IS **REAL** FRANKLIN HIGH SCHOOL

A collaboration between LAUSD and Los Angeles County to promote COVID-19 safety.



Presented by:
Judith M. Green

COMMUNICATION Highlights

1 Creative Approach

Review the goal of the campaign versus objectives.

2 Target Audience

Learn how our target audience responded to the campaign.

3 Effectiveness

Understand what elements of the campaign worked well/ not so well.

4 Forward Thinking

Provide valuable learnings for future campaigns.

CREATIVE Approach

Goal

- To increase awareness among young adults about the continued risks of COVID-19.

Objectives

- Partner with Franklin High School and expand the county's The Risk is Real public awareness campaign.
- Engage student leaders.
- Have student participants promote the campaign as social media influencers.

CREATIVE (Recap)

Staffing

- **9- Student Participants**
- **Franklin High Principal**
- **LAUSD**
- **Photographer**
- **Producer**

Timeline

- **10/14 - Proposal Sent**
- **10/29 - Photo Shoot**
- **11/4 - Graphics/Messaging**
- **11/12 - Present creative/ Toolkit**
- **11/16 - Launch Date**

Outlets

- **Personal Social Accounts**
- **Franklin High Social**
- **Franklin High Email Blast**
- **LAUSD Social**
- **County Website**
- **Digital Billboards**
- **County Social**

TARGET Audience



- STUDENTS
- YOUNG ADULTS



- SCHOOL
- PARENTS / FAMILY

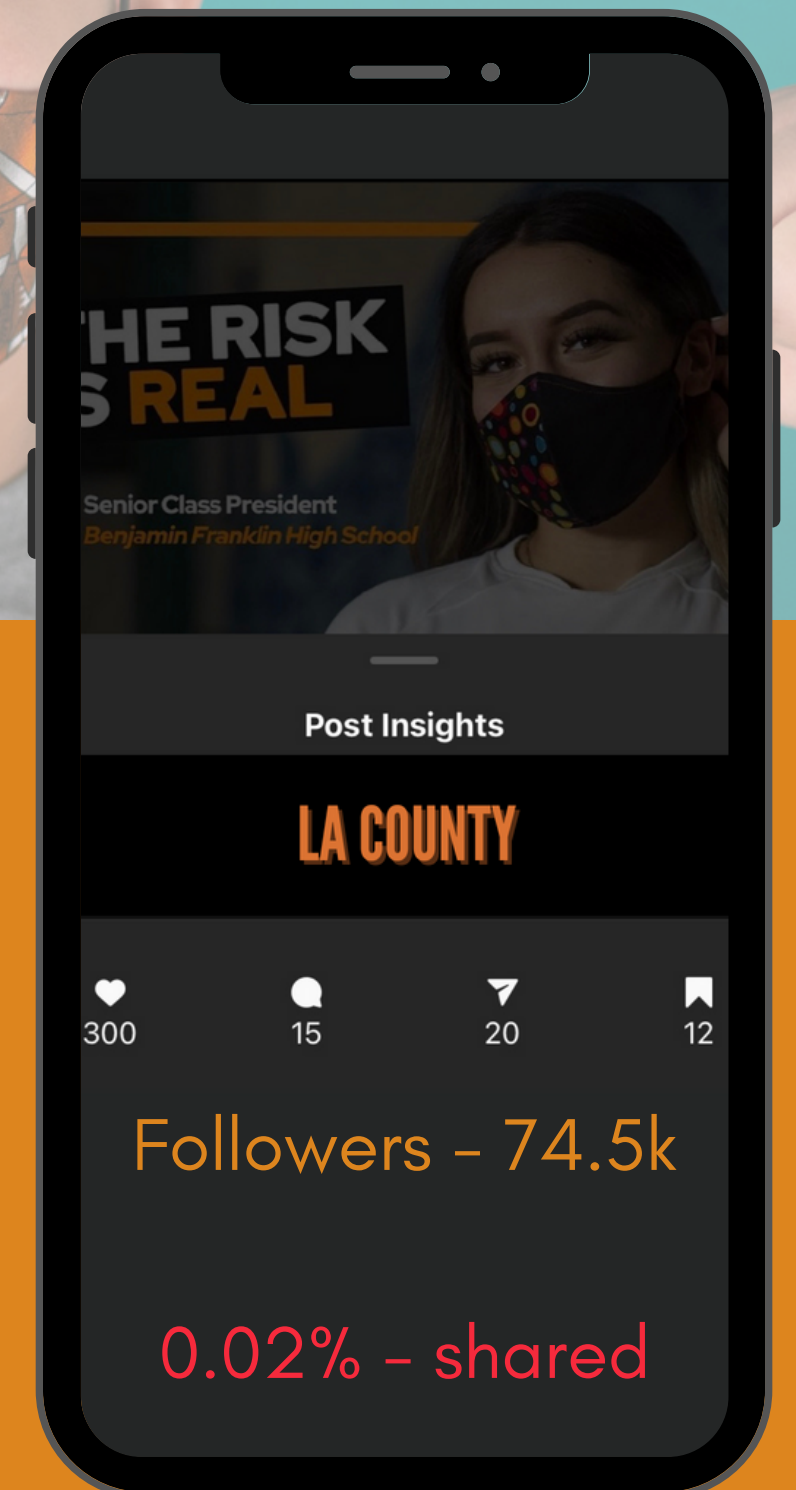
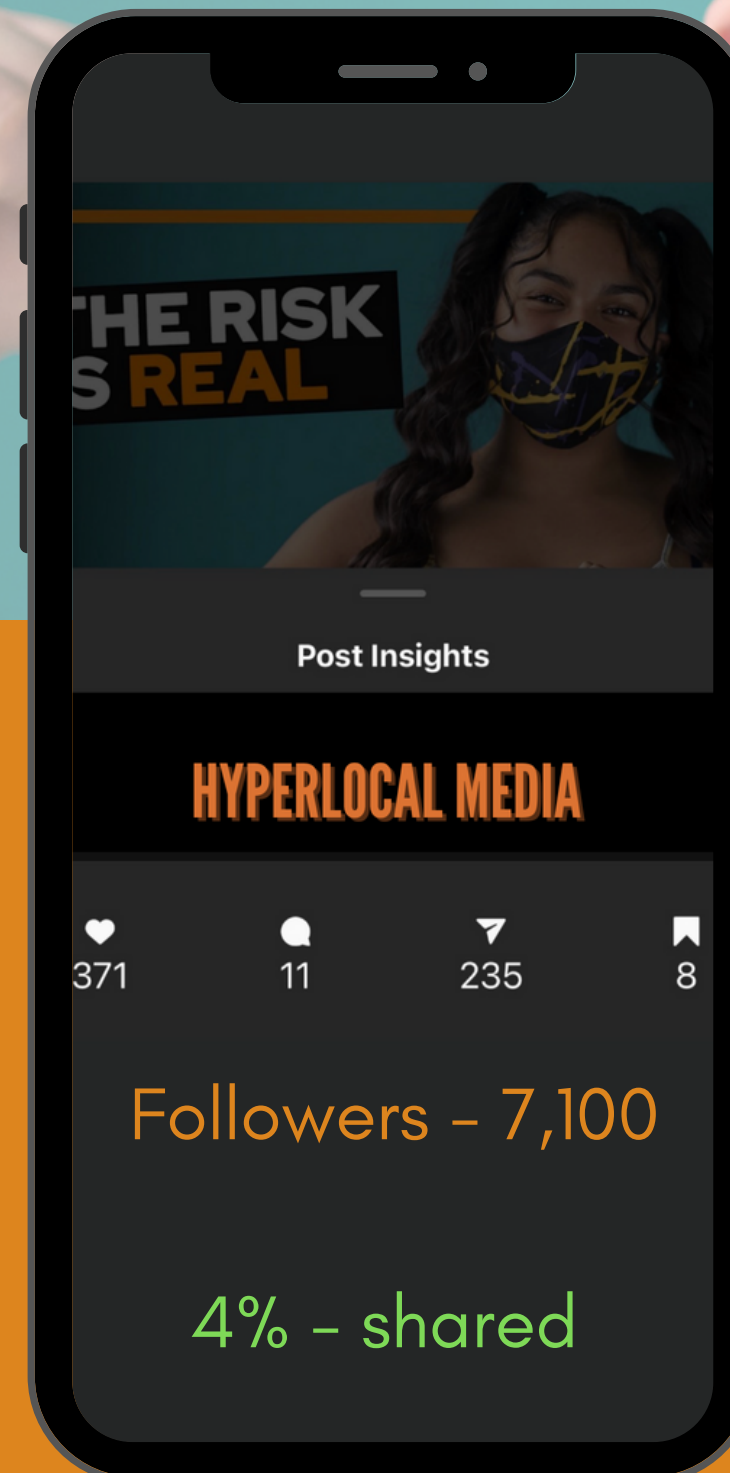
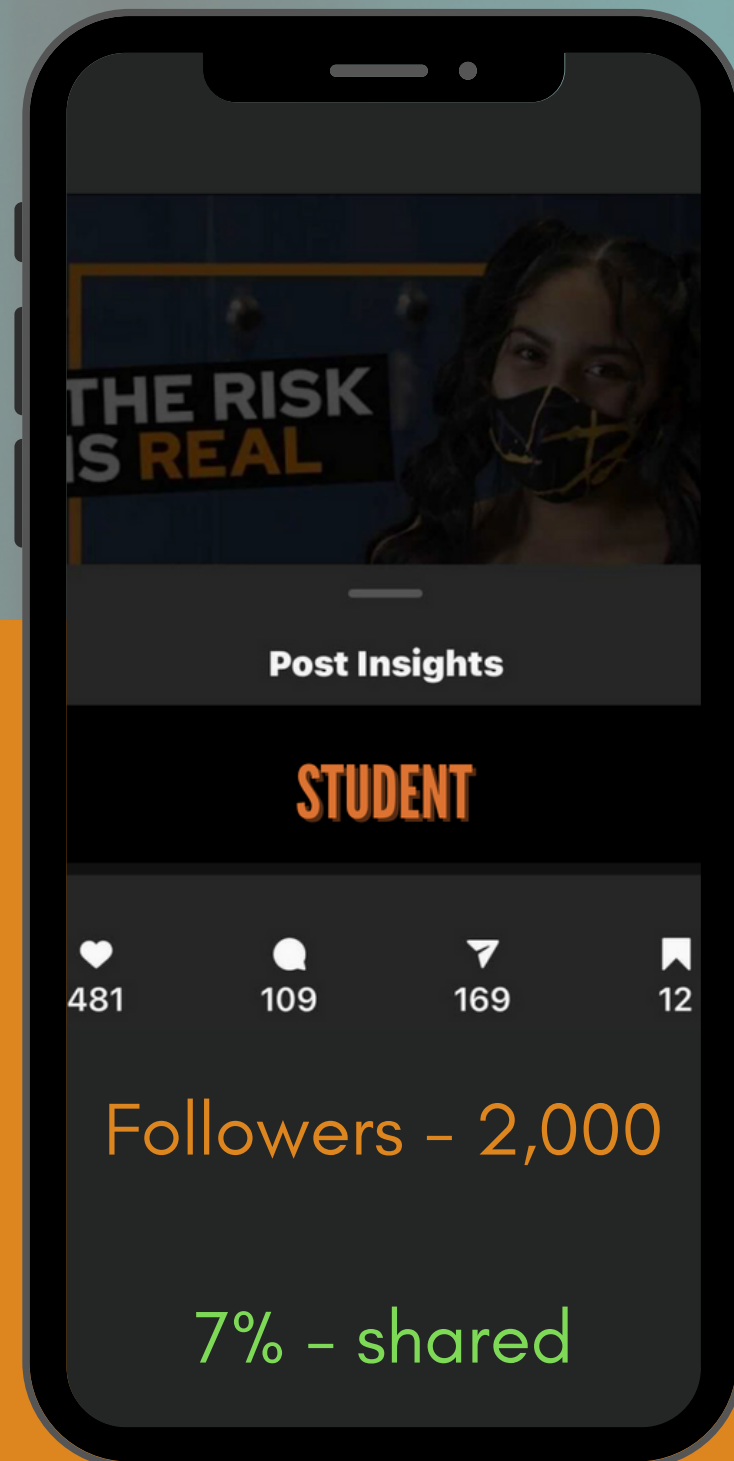


- COMMUNITY STAKEHOLDERS



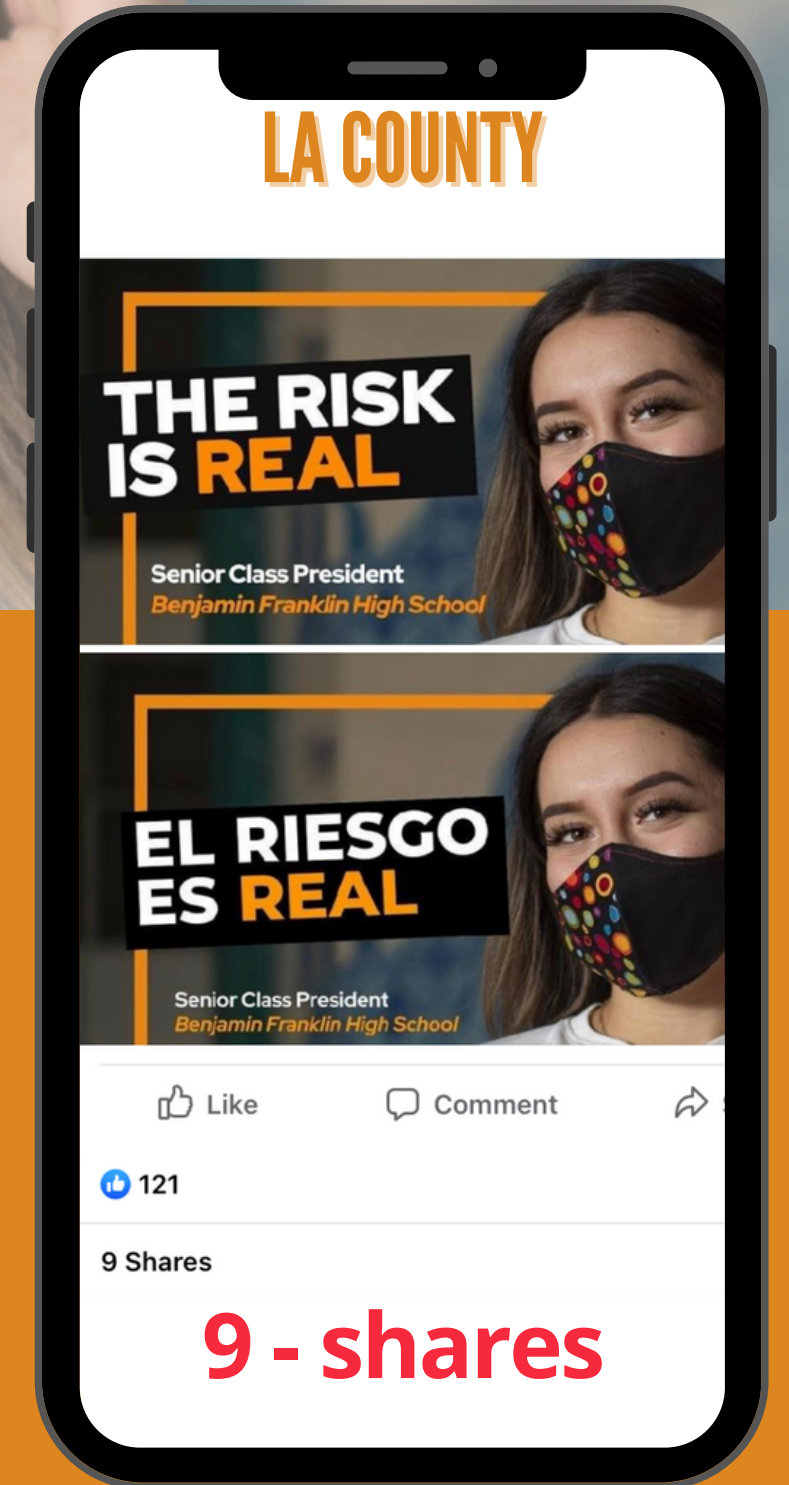
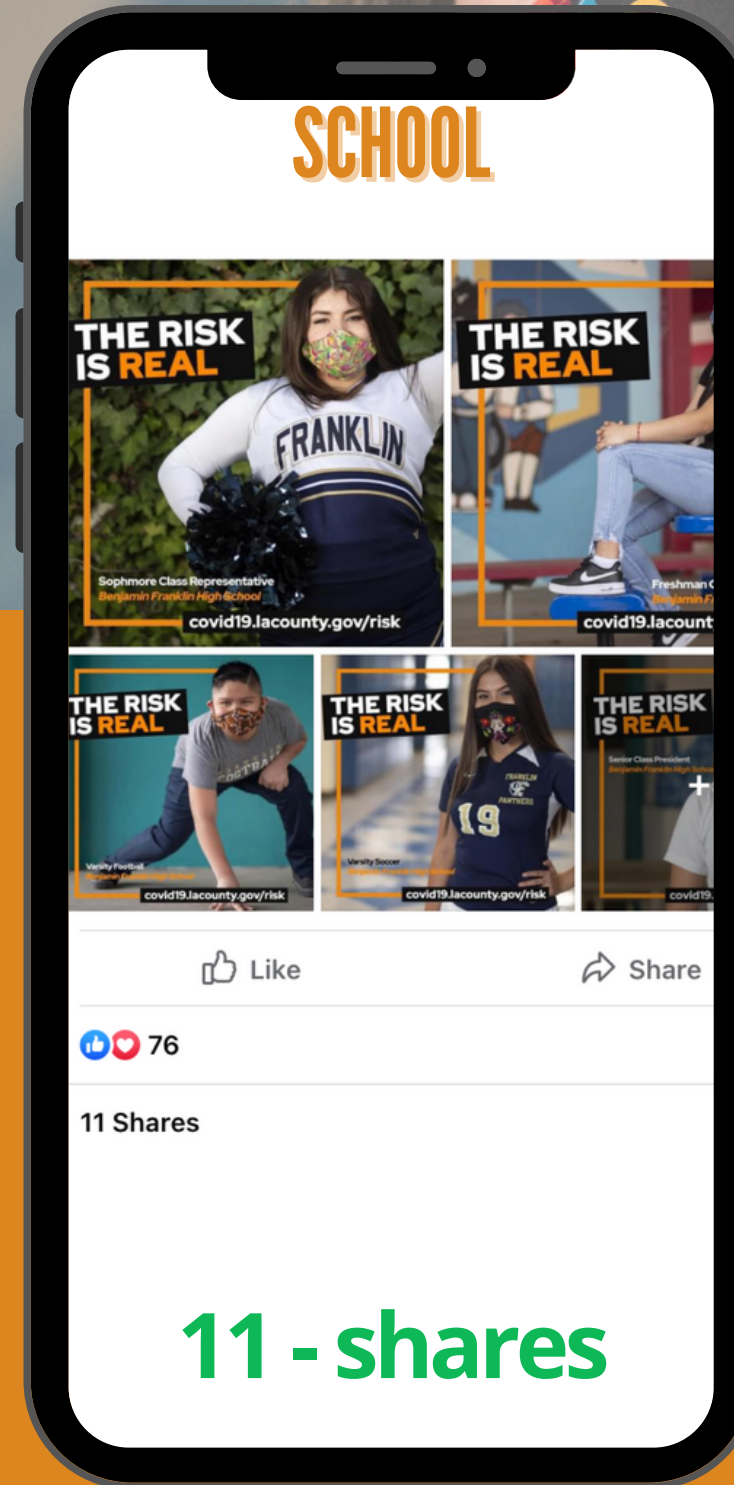
TARGET Audience

Here's a comparison of reach achieved with just one post, shared by different profiles on **Instagram**. These microcosm data points show how messaging from “real people” outperforms the same message on government channels.



TARGET Audience

Here's a comparison of reach achieved with just one post, shared by different profiles on **Facebook**. These microcosm data points show how messaging from “real people” outperforms the same message on government channels.



TARGET Audience

Here's a comparison of reach achieved with just one post, shared by different profiles on **Twitter**. These microcosm data points show how messaging from “real people” outperforms the same message on government channels.

LAUSD

You Retweeted

 **Los Angeles Unified** ✓
In partnership with @CountyofLA we remind everyone, we can slow the spread of COVID-19 together. @MarqReg @Jackie4LAKids #TheRiskIsReal, #LACounty, #PantherPride, #FranklinHigh, #LAUSD



Franklin High School ASB and 9 others

2 29 33

33 - shares

LA CITY

You Retweeted

 **LA City Attorney**
Because the risk is real. TY to these stellar students from Franklin High in Highland Park for driving this message home. It's part of an LA County/LAUSD public info campaign on COVID19. Give it up for the Mighty Panthers! (TY @HighlandParkHHLF for telling us). #MaskUp 🙏




Los Angeles County and 7 others


3 12 45

12 - shares

LA COUNTY

You Retweeted

 **Los Angeles County** ✓
Together we can slow the spread of #COVID19. Protect yourself and other wearing a mask. #TheRiskIsReal



Los Angeles Unified

4 10 24

10 - shares

TARGET Audience



Total engagement based on microcosm data points.

With Influencers

vs.

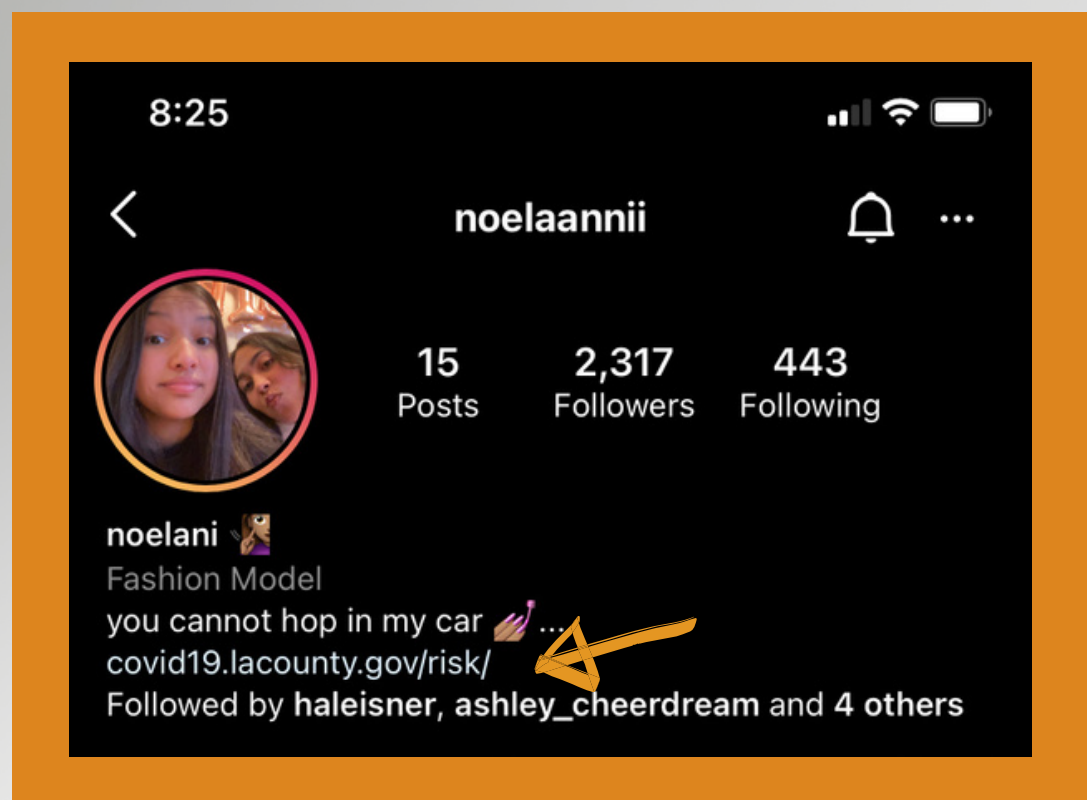
LA County
(stand alone)

483

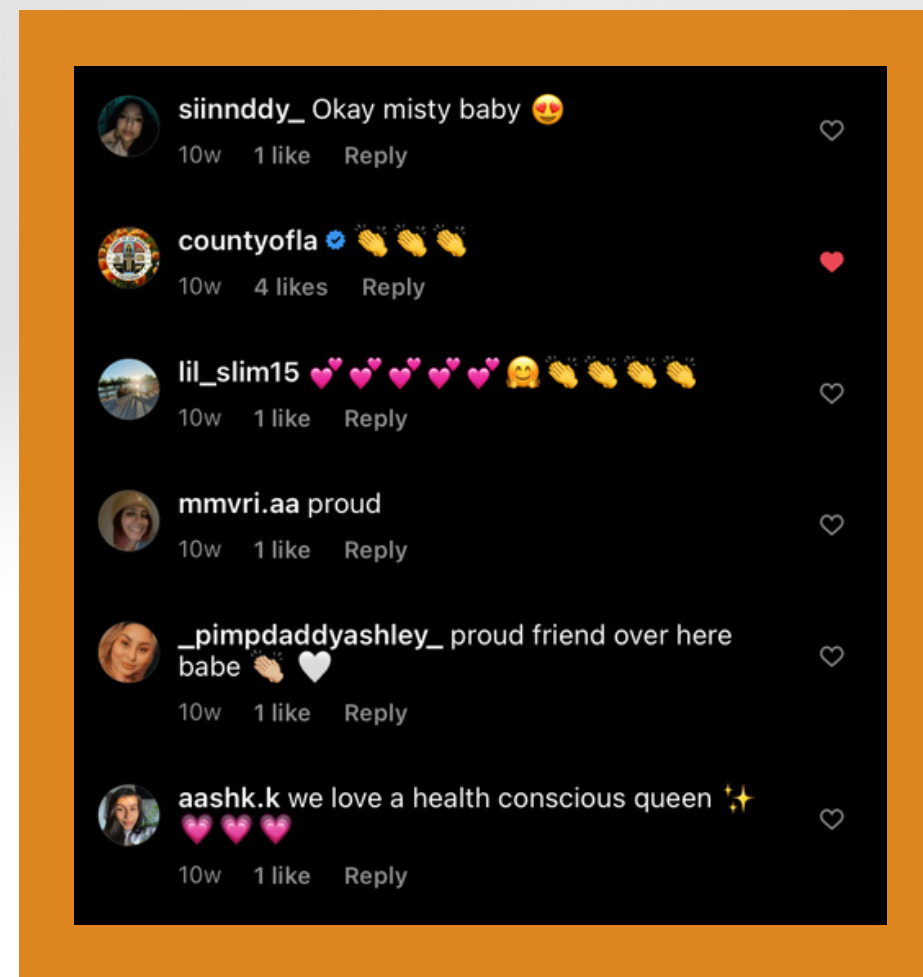
38

92.% ↓

EFFECTIVENESS (Social Media)



SOCIAL MEDIA
INFLUENCERS

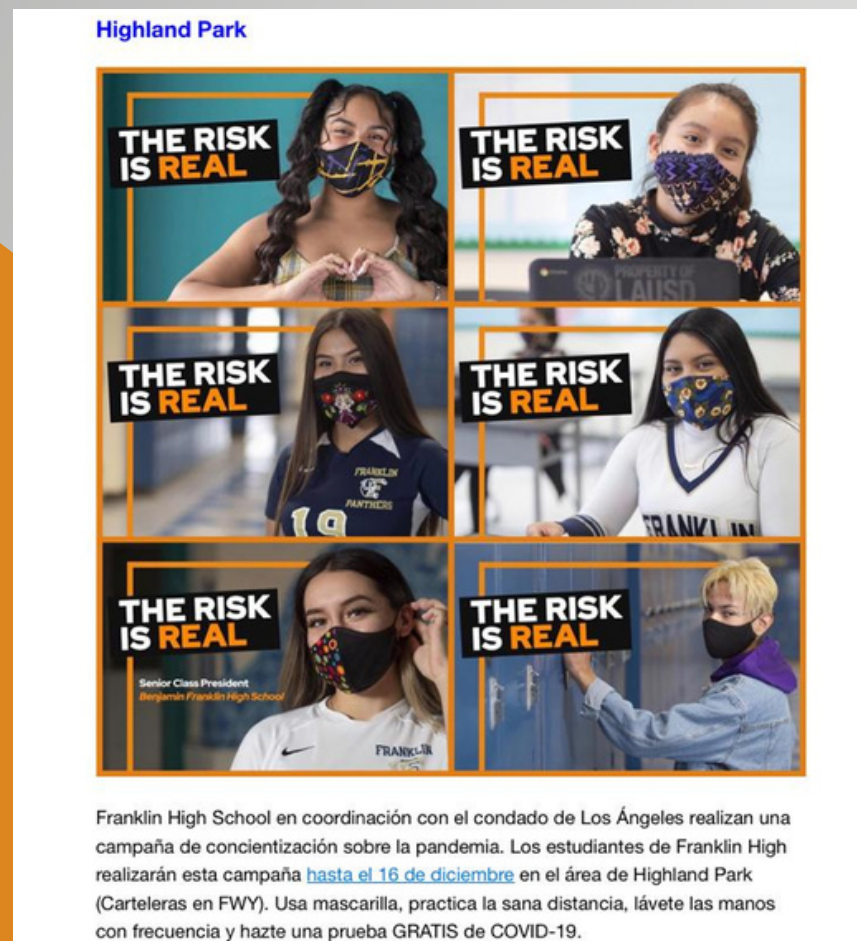


PEER TO PEER
INTERACTION



COMMUNITY
COLLABORATION

EFFECTIVENESS (Highlights)



HYPERLOCAL
SPANISH OUTLETS



VIRTUAL TOWNHALL



TELEVISION FEATURES

EFFECTIVENESS (Partnership)

"When the opportunity came knocking on Franklin's door by L.A. County's , #TheRiskIsReal campaign, I knew that our students would be great role models for their peers and their community. Understanding the role as "Social Media Influencers" was embraced by our students because of their desire to do whatever it took to keep their families, friends and community safe. Student voice and influence resonates loudly during these unprecedented times".

- **Franklin High Principal, Regina Marquez-Martinez**

The partnership with LA County offered Franklin HS students an opportunity to participate in the Risk is Real Campaign to raise awareness to students, families and communities about the seriousness of the spread of COVID 19. Student Body leaders of Franklin HS raised awareness and also expressed their voice by leveraging their leadership role to communicate the seriousness of this pandemic. I thank LA County for sponsoring this project. It was great to see students appear across the city and on social media. Thank you!

- **LAUSD Local District Superintendent, Frances Baez**

Being involved in this campaign gave me the opportunity to spread even more awareness to my community about this virus and also gave me the opportunity to share the campaign with my friends.

- **Freshman, Noelanni Renoyso**

FORWARD Thinking

Vaccine Campaign

- Youth focused LatinX / Spanish language influencer group reach out to their parents and grandparents.
- Having the community say it's safe, effective and free regardless of insurance or immigration status.
- Youth focused Black influencer campaign (Crenshaw High School).

Student Influencers

- Loyal following
- Can persuade others to act based on their recommendations.
- Youth can influence behavior at home.

Community Collaboration

- Promote a culture of trust and collaboration that focuses on the families we serve.
- Continued public interest and social interaction.
- Collaboration makes it possible to reach a goal that cannot be achieved with @CountyOfLA alone.

